



...experienced a 17.9% increase in population between 1990 and 2000, resulting in a 2000 total population of 35,634. In 2000, the county had 35.7 persons per square mile, a density much lower than the state as a whole. The median age in Oconto County is 38.8, indicating a slightly older population than the State of Wisconsin, which has a median age of 36.0 years. The largest municipality is the City of Oconto.

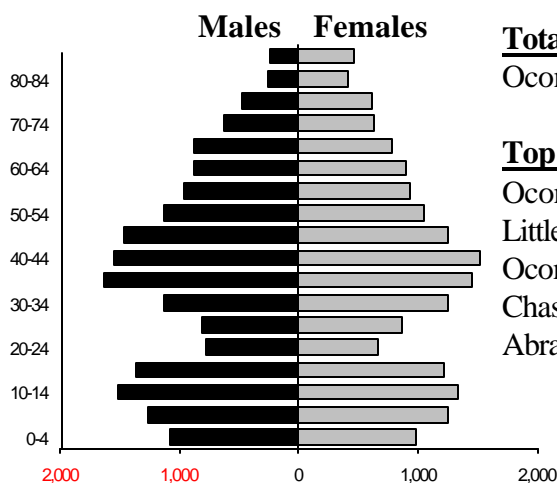
The median value of owner-occupied housing in Oconto County is \$89,900. 24.8% of the housing units are seasonal, a value much above the state's average of 6.3%.

Farmland covers 31.9% of the county, while 42.9% of Wisconsin land is used for farming. The county is 60% forested and has 378 of the State's 15,057 lakes.

In Oconto County, K.C.S. International Inc. employs more workers than any other manufacturing firm, and the Oconto Falls Public School is the largest non-manufacturing employer. The Manufacturing industry generates the largest share of the county's total personal income. Oconto County's 1999 median household income was \$41,201.

## Population

2000



### Total

Oconto County 1990 30,226

### 2000

35,634

### Top Five Municipalities

Oconto, City	4,474	Oconto, City	4,708
Little Suamico, Town	2,637	Little Suamico, Town	3,877
Oconto Falls, City	2,584	Oconto Falls, City	2,843
Chase, Town	1,375	Chase, Town	2,082
Abrams, Town	1,347	Abrams, Town	1,757

## Quality of Life

	<u>Wisconsin</u>	<u>Oconto</u>
Persons per Square Mile, 2000	98.8	35.7
Number of Staffed Hospital Beds, 1995	16,070	44
Average Birth Rate per 1,000 population, 2000	12.9	10.8
Public School Enrollment, 2000-2001	879,476	5,298
Number of 2000 Public High School Graduates	58,545	349
1999-2000 Public High School Dropout Rate	2.3%	2.2%

## Vital Statistics

	<u>Wisconsin</u>	<u>1990</u> <u>Oconto</u>	<u>2000</u> <u>Wisconsin</u>	<u>Oconto</u>
Birth Rate (per 1,000)	14.8	13.2	12.9	10.8
Death Rate (per 1,000)	8.7	9.0	8.7	10.0
Number of Marriages	38,934	203	36,100	224
Number of Divorces	17,727	120	17,337	125

**Housing**

	<u>1990</u>	<u>2000</u>
Total Number of Housing Units	18,832	19,812
Number of Single-Unit Structures	14,079	15,483
Number of Multiple-Unit Structures	1,073	1,321
Number of Single Units Permitted	149	424
Number of Multiple Units Permitted	8	0
Percent Seasonal Housing	35.4%	24.8%
Median Value, Owner-Occupied	\$43,200	\$89,900
Median Rent	\$217	\$356

**Recreation**

<u>1995 Number of:</u>	<u>Wisconsin</u>	<u>Oconto</u>
Campgrounds	1,106	11
Campsites	75,367	724
Hiking Trails (in miles)	5,617	118
Mountain Biking Trails (in miles)	3,155	77
Cross Country Skiing Trails (in miles)	4,154	107
Snowmobile Trails (in miles)	14,896	265
Visitor Expenditures, 2000	\$11,046,539,344	\$67,683,587

**Income**

	<u>1980</u>	<u>1990</u>	<u>2000</u>
Total Personal Income	\$227,253	\$410,950	\$692,890
Non-Farm Personal Income (in thousands)	\$206,516	\$393,230	\$687,650
Farm Income (in thousands)	\$20,737	\$17,720	\$5,240
Per Capita Income	\$7,838	\$13,548	\$19,364
Transfer Payments (in thousands)	\$40,680	\$71,653	\$120,467
Proprietor Income (in thousands)	\$34,612	\$44,458	\$63,031

## Banking

<u>2000</u>	<u>Wisconsin</u>	<u>Oconto</u>
Savings Institutions-Offices	396	0
Savings Institutions-Savings Capital (Millions)	\$12,761	\$0
Commercial Banks-Offices	1,720	15
Commercial Banks-Deposits (Millions)	\$62,618	\$281

## Government Finance

<u>1997</u>	<u>Wisconsin</u>	<u>Oconto</u>
Total Property Taxes Levied (in 1000's)	\$5,144,206	\$18,595
Effective per Capita Property Tax	\$997	\$567
Total Expenditures (in 1,000's)	\$17,139,825	\$89,990
In Dollars per Capita	\$3,322	\$2,744
As Percent of Total:		
Education	43.2%	40.6%
Health & Hospital	4.5%	6.4%
Police	5.0%	3.4%
Fire	2.3%	1.7%
Public Welfare	6.8%	4.2%
Highways	7.7%	14.6%

## Retail, Service, Wholesale

<u>1997</u>	<u>Wisconsin</u>	<u>Oconto</u>
Number of Retail Sales Establishments	21,717	118
Sales (in thousands)	\$50,520,463	\$178,596
Annual Payroll (in thousands)	\$4,826,217	\$14,199
Number of Service Establishments	55,618	260
Receipts (in thousands)	\$48,559,607	\$68,406
Annual Payroll (in thousands)	\$18,990,629	\$22,526
Number of Wholesale Establishments	8,025	28
Sales (in thousands)	\$57,192,863	\$45,065
Annual Payroll (in thousands)	\$3,764,944	\$3,782

**Manufacturing****1997****Wisconsin****Oconto**

Number of Establishments	9,936	61
Number of Employees	562,479	2,445
Total Payroll (in 1,000's)	\$18,766,395	\$56,624
Production Workers, average number	416,254	2,048
Production Worker Hours (in 1,000's)	837,444	4,163
Production Worker Wages (in 1,000's)	\$11,952,570	\$36,810
Value Added (in 1,000's)	\$54,947,083	\$135,450
Value of Shipments (in 1,000's)	\$117,382,992	\$297,680

**2002 Top Employers****Top Five Manufacturing Firms****Number Employed****Product/Type of Business**

K.C.S. International Inc.	500-999	Boat Building and Repairing
Saputo Cheese U.S.A. Inc.	250-499	Cheeses
Evenflo Co. Inc.	100-249	Wood Household Furniture
T.R.M. Inc.	100-249	Hardwood Veneer and Plywood
Unlimited Services of Wisconsin Inc.	100-249	Current-Carrying Wiring Devices

**Top Five Non-Manufacturing Firms**

Oconto Falls Public School	250-499	Elementary and Secondary School
County of Oconto	250-499	Executive & Legislative Offices
Coop Educational Service Agency #8	100-249	Admin. of Educational Programs
Oconto Public School	100-249	Elementary and Secondary School
Community Memorial Hospital Inc.	100-249	General Hospitals

**Employment by Industry**

	<b><u>1980</u></b>	<b><u>1990</u></b>	<b><u>2000</u></b>
Mining	31	52	52
Construction	506	560	937
Manufacturing	2,195	2,878	3,287
Transportation and Public Utilities	296	543	634
Trade	1,976	2,133	2,549
Services	2,087	2,667	3,351
Government	1,354	1,571	1,952

## Income by Industry

In Thousands:	<u>1980</u>	<u>1990</u>	<u>2000</u>
Mining	\$803	\$1,166	\$1,830
Construction	\$6,979	\$12,138	\$26,500
Manufacturing	\$31,979	\$67,008	\$96,831
Transportation and Public Utilities	\$4,239	\$12,749	\$23,866
Trade	\$15,746	\$25,118	\$38,355
Services	\$16,162	\$32,525	\$63,600
Government	\$14,424	\$34,192	\$60,567

## Natural Resources

	<u>Wisconsin</u>	<u>Oconto</u>
Land Area (square miles)	54,310	998
Total Forest Land (in thousands of acres)	15,964.8	382.7
Commercial	15,702.5	382.7
Non-Commercial	262.3	0
Percent Land in Forests	46%	60%
Number of Lakes	15,057	378
Total Acreage of Lakes	982,155	11,053

## Farming

<u>1997</u>	<u>Wisconsin</u>	<u>Oconto</u>
Number of Farms	65,602	940
Land in Farms (acres)	14,900,205	203,866
Average size of Farm (acres)	227	217
Sales by Selected Products (in 1,000's):		
Hay, Silage, and Field Seeds	\$106,572	\$1,334
Vegetables, Sweet Corn, and Melons	\$149,443	\$1,949
Fruits, Nuts, and Berries	\$140,140	\$103
Nursery and Greenhouse Crops	\$157,348	\$613
Poultry and Poultry Products	\$241,523	(DS)
Dairy Products	\$2,746,950	\$43,119
Cattle and Calves	\$670,518	\$9,358
Hogs and Pigs	\$151,164	\$906

Notes:

(NA) - Not available

(DS) - Data suppressed; not shown to avoid disclosure of confidential information

(L) - Less than 10 persons employed in "Employed by Industry" or less than \$50,000 in "Income by Industry"

Number of Single-Unit Structures - Number of housing units standing alone

Number of Multiple-Unit Structures - Number of housing units connected to another structure, including other housing units

Percent Factory Jobs - Percent of employed persons working in factories

Services - Includes services and finance, insurance, and real estate

Trade - Includes retail and wholesale trade

## **SOURCES:**

### **TEXT**

1999 Median Household Income, U.S. Bureau of the Census, Census 2000

### **POPULATION**

U.S. Department of Commerce, Bureau of the Census.

2000 Census of Population and Housing

Table P8: Sex by Age

1990 Census of Population and Housing

Table P001: Persons

2000 Census of Population and Housing

Table P1: Total Population

Wisconsin Department of Workforce Development, County Workforce Profiles, Fifth Edition, 2002.

Top Five Municipalities

### **QUALITY OF LIFE**

U.S. Bureau of the Census, Census 2000. State & County Quick Facts, Geography Quick Facts

Persons per Square Mile

Wisconsin Department of Health and Family Services, Division of Health, Bureau of Health Care

Number of Staffed Hospital Beds, 1995

Wisconsin Department of Health and Family Services, Wisconsin Births and Infant Deaths, 2000 Report

Table 23: Number of Births by County of Residence, Wisconsin 1980-2000

Wisconsin Department of Public Instruction, Statistics and Reports, Student Data

Raw Data for Public School Enrollments, Graduates, and Dropout Rates

### **VITAL STATISTICS**

Wisconsin Department of Health and Family Services, Vital Statistics Reports

Wisconsin Births and Infant Deaths, 2000

Table 23: Number of Births by County of Residence

Wisconsin Deaths, 2000

Table 3: Deaths by County of Residence

Wisconsin Marriages and Divorces, 2000

Table 4: Monthly Marriage Totals by County

Table 6: Divorces and Annulments by County

### **HOUSING**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

Table H1: Housing Units

Table H30: Units in Structure

Table H8: Vacancy Status

Raw Data for Seasonal Housing

Percentages

Table H76: Median Value for Specified

Owner-Occupied Housing Units

Table H56: Median Contract Rent

U.S. Department of Commerce, Bureau of the Census, Census 2000.

CenStats Databases:

Building Permits, Annual 2000

Note: Data for some counties are not exact because some municipalities had no available data (NA).

### **RECREATION**

Wisconsin Department of Natural Resources.

Unpublished Data for Wisconsin Statewide

Comprehensive Outdoor Recreation Plan for 1991-1996.

Wisconsin Department of Tourism, Research and Travel Trends

1993-2002 Economic Impact of Traveler Expenditures by County

### **INCOME**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

### **BANKING**

Federal Deposit Insurance Corporation, Summary of Deposits, Individual State Tables

Table 07: County (June 30, 2000)

### **GOVERNMENT FINANCE**

U.S. Department of Commerce, Bureau of the Census.

Census of Governments, 1997. County Area Finance and Employment Facts.



## **RETAIL, SERVICE, WHOLESALE**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97R44-WI Census of Retail Trade, 1997.

Table 3: Summary Statistics for Counties, 1997.

EC97W42-WI(RV) Census of Wholesale Trade, 1997.

Table 5: Summary Statistics for Counties, 1997. Economic Census, 1997. Summary Statistics.

Raw Data for Service Industries

Note: The Census of Service Industries was not compiled in 1997 due to the change in industry coverage from the Standard Industrial Classification System (SIC) to the North American Industry Classification System (NAICS). There is no Service Industries classification in the new system.

## **MANUFACTURING**

U.S. Department of Commerce, Bureau of the Census. Economic Census, 1997.

EC97M31-WI Census of Manufacturing, 1997.

Table 3: Industry Statistics for Counties, 1997.

## **TOP EMPLOYERS**

Wisconsin Department of Workforce Development, Local Labor Market Information, Top Fifty Employers by County.

Raw Data for Public and Private Employers, 2002.

## **EMPLOYMENT BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA25: Total Full-Time and Part-Time Employment by Industry

Note: Data was compiled in March, 2003.

## **INCOME BY INDUSTRY**

U.S. Department of Commerce, Bureau of Economic Analysis, Regional Accounts Data, Local Area Personal Income

Table CA05: Personal Income by Major Source and Earnings by Industry

## **NATURAL RESOURCES**

U.S. Department of Commerce, Bureau of the Census, Census 2000.

GCT-PH1: Population, Housing Units, Area, and Density, 2000.

Schmidt, Thomas L. Wisconsin Forest Statistics, 1996. United States Department of Agriculture, Forest Service.

Table 1: Area of Land by Forest Survey Unit, County, and Major Land-Use Class, Wisconsin, 1996.

Wisconsin Department of Natural Resources, Bureau of Water Resources Management-Lake Section, Wisconsin Lakes PUB-FM-800 99Rev.

Inland Lake Summary Information by County

## **FARMING**

AC97-A-49 Census of Agriculture, 1997.

Table 1: County Summary Highlights.

Table 2: Market Value.

Table 14: Cattle and Calves: Inventory & Sales.

Table 15: Hogs and Pigs: Inventory & Sales.

Table 16: Poultry: Inventory & Sales.

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